Product Designer Gamification

Description

Flipside is a commercialization engine that powers blockchain growth. We activate 100,000+ analysts to produce insights, drive narratives, and transact, building emotional connection and a strong and active community that supports token price and chain growth. We make that possible by curating best-in-class data and making that data available entirely for free. Founded in 2017, Flipside works with partners such as Solana, Near Flow, Avalanche, SEI, Aptos, Blast, Vertex, and is backed by leading investors including Republic Capital, True Ventures, Galaxy Digital, M13, and more. Description We are seeking a talented and creative Product Designer to lead design for our Earn products. The ideal candidate will have a strong background in UX/UI and interaction design for consumer-facing products, with a preference for those who have experience in gamification strategies. You will be responsible for designing intuitive, engaging, and visually appealing product experiences that captivate our web3 users and drive business growth. Responsibilities Collaborate with cross-functional teams, including product, engineering, ecosystem, and marketing to shape designs that support user and business goals. Lead design sprints, including user flow diagrams, wireframes, prototypes, and mockups to define our design vision and requirements. Conduct user research and usability testing to gather insights and validate design concepts. Design and iterate on user interfaces and experiences for our web and mobile platforms, ensuring they are intuitive, engaging, and aligned with our brand. Utilize gamification techniques to enhance user engagement and retention. Ensure consistency in design language and branding across all product touchpoints. Stay up-to-date with the latest design trends, tools, and technologies relevant to our industry. Requirements Bachelor's degree in Design, Human-Computer Interaction, or a related field. 5+ years of experience in product design, with a strong portfolio showcasing consumer-facing products. Proficiency in design and prototyping tools such as Figma. Experience with gamification strategies and designing for growth and engagement. Strong understanding of user-centered design principles and methodologies. Excellent communication and collaboration skills, with the ability to work effectively in a team environment. Knowledge of HTML/CSS and front-end development is a plus. Passion for cryptocurrencies, blockchain technology, and creating innovative user experiences in this space required. Please mention the word **LAUDABLY** and tag RMjA5LjIyMi4yMS42Mg== when applying to show you read the job post completely (#RMjA5LjIyMi4yMS42Mg==). This is a beta feature to avoid spam applicants. Companies can search these words to find applicants that read this and see they're human.

Contacts

Job listing via RemoteOK.com

Hiring organization
Flipside Crypto

Job Location
Multiple Locations (4) – Remote (any location)

Base Salary
$ 90000 - $ 152500

Date posted
June 7, 2024

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